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### Remarks

The Office Action mailed June 24, 2005, and made final, has been carefully reviewed and the foregoing amendment has been made in consequence thereof.

Claims 1-3, 5-12 and 14-17 are now pending in this application. Claims 1-3, 5-12, and 14-17 stand rejected. It is respectfully submitted that the presently pending claims recite allowable subject matter.

The rejection of claims 1-3, 8-10, 15, and 17 under 35 U.S.C. §102(b) as being anticipated by Ammerman (U.S. Patent No. 3,152,241) is respectfully traversed.

Ammerman describes a heater including a C-shaped casing (10) having a flat central portion (11), curved continuations (12), marginal end portions (14), and inwardly directed terminal portions (15). A cover (29) is provided to close the open back side (17) of the casing (10). The cover includes marginal wings (31). The cover is slid endwise through end openings in the cover. The wings of the cover fit with interior surfaces of the casing at the marginal and terminal portions of the cover.

Claim 1 recites a reflective bracket including "a channel comprising a reflective material, a longitudinal axis, and at least one ventilation opening therethrough, said at least one ventilation opening positioned substantially at a bottom of said channel, and configured to prevent a reflection of heat from said bottom of said channel, said channel including a first side and a second side, one of said first and second sides including channel ends formed thereon; and a shield extending from said channel ends and positioned proximate said channel bottom, said shield configured to substantially cover a heating element mounted between said shield and said channel bottom".

Ammerman does not describe or suggest a reflective bracket as recited in Claim 1. More specifically, Ammerman does not describe or suggest a bracket including a channel having first

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and second sides and a shield extending from end channels on one of the first and second sides. Rather, Ammerman describes a cover slid endwise through an end opening in a casing. Accordingly, for the reasons set forth above, Claim 1 is submitted to be patentable over Ammerman.

Claims 2-3 and 8-9 depend from independent Claim 1. When the recitations of Claims 2-3 and 8-9 are considered in combination with the recitations of Claim 1, Applicant submits that dependent Claims 2-3 and 8-9 likewise are patentable over Ammerman.

Claim 10 recites a reflective bracket including "a channel comprising a reflective material, a longitudinal axis, and at least a first ventilation opening and a second ventilation opening therethrough, said first ventilation opening and said second ventilation opening extending obliquely to one another, said first ventilation opening positioned substantially at a bottom of said channel, and configured to prevent a reflection of heat from said bottom of said channel, said channel including a first side and a second side, one of said first and second sides including channel ends formed thereon; and a shield extending from said channel ends and positioned proximate said channel bottom, said shield configured to substantially cover a heating element mounted between said shield and said channel bottom".

Ammerman does not describe or suggest a reflective bracket as recited in Claim 10. More specifically, Ammerman does not describe or suggest a bracket including a channel having first and second sides and a shield extending from end channels on one of the first and second sides. Rather, Ammerman describes a cover slid endwise through an end opening in a casing. Accordingly, for the reasons set forth above, Claim 10 is submitted to be patentable over Ammerman. Accordingly, for the reasons set forth above, Claim 10 is submitted to be patentable over Ammerman.

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Claims 15 and 17 depend from independent Claim 10. When the recitations of Claims 15 and 17 are considered in combination with the recitations of Claim 10, Applicant submits that dependent Claims 15 and 17 likewise are patentable over Ammerman.

For at least the reasons set fourth above, Applicant respectfully requests that the section 102 rejection of Claims 1-3, 8-10, 15 and 17 be withdrawn.

The rejection of Claims 5 and 14 under 35 U.S.C. § 103(a) as being unpatentable over Ammerman (U.S. Patent No. 3,152,241) is respectfully traversed.

Ammerman is described above.

Claim 5 depends from Claim 1 which is submitted to be patentable over Ammerman as indicated above. When the recitations of Claim 5 are considered in combination with the recitations of Claim 1, Applicant submits that dependent Claim 5 likewise is patentable over Ammerman.

Claim 14 depends from Claim 10 which is submitted to be patentable over Ammerman as indicated above. When the recitations of Claim 14 are considered in combination with the recitations of Claim 10, Applicant submits that dependent Claim 14 likewise is patentable over Ammerman.

For at least the reasons set fourth above, Applicant respectfully requests that the section 103(a) rejection of Claims 5 and 14 be withdrawn.

The rejection of Claim 16 under 35 U.S.C. § 103(a) as being unpatentable over Ammerman (U.S. Patent No. 3,152,241) in view of Knoll et al. (U.S. Patent No. 3,051,816) is respectfully traversed.

Ammerman is described above. Knoll et al. describe a baseboard heater (10) including a longitudinal supporting structure (12) to which end plates (13) and forwardly extending brackets

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(27) are attached. A closure plate (14) is attached to latching tabs (30, 31) that are attached to the support brackets.

Claim 16 depends from Claim 10 which recites a reflective bracket including "a channel comprising a reflective material, a longitudinal axis, and at least a first ventilation opening and a second ventilation opening therethrough, said first ventilation opening and said second ventilation opening extending obliquely to one another, said first ventilation opening positioned substantially at a bottom of said channel, and configured to prevent a reflection of heat from said bottom of said channel, said channel including a first side and a second side, one of said first and second sides including channel ends formed thereon; and a shield extending from said channel ends and positioned proximate said channel bottom, said shield configured to substantially cover a heating element mounted between said shield and said channel bottom".

Neither Ammerman nor Knoll et al., considered alone or in combination, describe or suggest a reflective bracket as recited in Claim 10. More specifically, neither Ammerman nor Knoll et al., considered alone or in combination, describe or suggest a bracket including a channel having first and second sides and a shield extending from end channels on one of the first and second sides. Rather, Ammerman describes a cover slid endwise through an end opening in a casing. Knoll et al. describe a closure plate attached to latching tabs on forwardly extending support brackets. Accordingly, for the reasons set forth above, Claim 10 is submitted to be patentable over Ammerman in view of Knoll et al.

Claim 16 depends from independent Claim 10. When the recitations of Claim 16 are considered in combination with the recitations of Claim 10, Applicant submits that dependent Claim 16 likewise is patentable over Ammerman in view of Knoll et al.

For at least the reasons set fourth above, Applicant respectfully requests that the section 103 rejection of Claim 16 be withdrawn.

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The rejection of Claims 6, 7, 11, and 12 under 35 U.S.C. § 103(a) as being unpatentable over Ammerman (U.S. Patent No. 3,152,241) in view of Marr (U.S. Patent No. 2,433,137) is respectfully traversed.

Ammerman is described above. Marr describes a heater including a casing (1) having spaced parallel side walls (2) and front and rear walls (3 and 4) that merge to a curved top (5). The front wall is formed with an opening (6) that is covered by a wire guard (7). A reflector (8) is disposed within the casing and is secured to a lower edge of the opening.

Claims 6 and 7 depend from Claim 1 which recites a reflective bracket including "a channel comprising a reflective material, a longitudinal axis, and at least one ventilation opening therethrough, said at least one ventilation opening positioned substantially at a bottom of said channel, and configured to prevent a reflection of heat from said bottom of said channel, said channel including a first side and a second side, one of said first and second sides including channel ends formed thereon; and a shield extending from said channel ends and positioned proximate said channel bottom, said shield configured to substantially cover a heating element mounted between said shield and said channel bottom".

Neither Ammerman nor Marr, considered alone or in combination, describe or suggest a reflective bracket as recited in Claim 1. More specifically, neither Ammerman nor Marr, considered alone or in combination, describe or suggest a bracket including a channel having first and second sides and a shield extending from end channels on one of the first and second sides. Rather, Ammerman describes a cover slid endwise through an end opening in a casing. Marr describes a heater having a casing and a reflector secured to a lower edge of an opening in the casing. Accordingly, for the reasons set forth above, Claim 1 is submitted to be patentable over Ammerman in view of Marr.

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Claims 6 and 7 depend from independent Claim 1. When the recitations of Claims 6 and 7 are considered in combination with the recitations of Claim 1, Applicant submits that dependent Claims 6 and 7 likewise are patentable over Ammerman in view of Marr.

Claims 11 and 12 depend from Claim 10 which recites a reflective bracket including "a channel comprising a reflective material, a longitudinal axis, and at least a first ventilation opening and a second ventilation opening therethrough, said first ventilation opening and said second ventilation opening extending obliquely to one another, said first ventilation opening positioned substantially at a bottom of said channel, and configured to prevent a reflection of heat from said bottom of said channel, said channel including a first side and a second side, one of said first and second sides including channel ends formed thereon; and a shield extending from said channel ends and positioned proximate said channel bottom, said shield configured to substantially cover a heating element mounted between said shield and said channel bottom".

Neither Ammerman nor Marr, considered alone or in combination, describe or suggest a reflective bracket as recited in Claim 10. More specifically, neither Ammerman nor Marr, considered alone or in combination, describe or suggest a bracket including a channel having first and second sides and a shield extending from end channels on one of the first and second sides. Rather, Ammerman describes a cover slid endwise through an end opening in a casing. Marr describes a heater having a casing and a reflector secured to a lower edge of an opening in the casing. Accordingly, for the reasons set forth above, Claim 10 is submitted to be patentable over Ammerman in view of Marr.

Claims 11 and 12 depend from independent Claim 10. When the recitations of Claims 11 and 12 are considered in combination with the recitations of Claim 10, Applicant submits that dependent Claims 11 and 12 likewise are patentable over Ammerman in view of Marr.

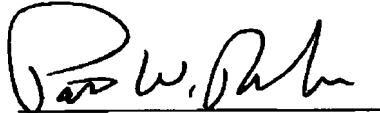
For at least the reasons set forth above, Applicant respectfully requests that the section 103 rejection of Claims 6, 7, 11, and 12 be withdrawn.

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In view of the foregoing amendments and remarks, all the claims now active in this application are believed to be in condition for allowance. Reconsideration and favorable action is respectfully solicited.

Respectfully Submitted,



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